



News Release

For Immediate Release: April 17, 2008

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CHILDREN'S DISCOVERY MUSEUM GOES GREEN THROUGH PARTNERSHIP WITH CITY OF SAN JOSÉ

San José, CA: Children's Discovery Museum (CDM), known for its landmark purple building, is going "green" this Earth Day, April 22. Through an expanded recycling program and a new food waste composting pilot, the Museum will recycle, compost or reuse almost all of the waste it generates. This ambitious pilot program, done in partnership with the City of San José, will significantly decrease waste generation from the Museum.

The expanded recycling program also helps to support the City's Green Vision, an ambitious and comprehensive 15-year plan to solve environmental problems and grow the local economy. It includes a goal to divert 100% of our waste from landfills by the year 2022. Reducing waste is one component of a variety of environmental improvements the City is encouraging. The McEnery Convention Center is expected to also go "green" this year, as the City continues to offer assistance and support for many more public venues in San José to incorporate "green" in their operations and maintenance.

"This effort demonstrates a real commitment to going green, and I commend Children's Discovery Museum for its leadership," said San José Mayor Chuck Reed. "San José residents have helped us achieve one of the highest recycling rates in the nation, with 62% waste diversion. Now we're asking everyone - businesses, community partners, and residents - to build on that success, so we can divert 100% of our waste and make San José a Zero Waste City."

The new program will include adding recycling containers around the Museum, educational materials for staff and in public use areas, and a food-waste composting program for the Kid's Café, which is operated by Hope Services.

"With over three hundred and twenty-five thousand visitors per year, we are in a unique position to educate and inspire our youngest guests and their families to recycle, compost and care about their community and their environment," said Marilee Jennings, Executive Director of Children's Discovery Museum. "This expanded recycling program will also serve as a very visual reminder to Museum guests and staff of the importance of recycling everywhere you go."

The Museum's newest exhibit, *Secrets of Circles*, was developed with CDM's Green Initiative design goals in mind using "Plyboo," a completely sustainable and renewable form of plywood made from bamboo. The carpet in *Secrets of Circles* and in the early childhood education Wonder Cabinet exhibit is a low VOC product, made from recycled materials and completely recyclable. Low VOC paint is now used throughout the Museum and building materials are recycled into new exhibit pieces when possible.

The Museum's *Art Loft* maximizes the use of natural light, features recycled building materials and offers post-industrial, post-consumer materials for the use of visitors' art projects. The outdoor *Kid's Garden* exhibit uses an in-house worm composting system to nourish the plants, and is pollinated by the adjoining *Beehive* exhibit.

The Museum is also working with Confidence Landscaping on plans to transform an unused rooftop cement patio into a thriving, private, outdoor employee conference area that will inspire creativity and provide an additional space for collaboration, building on the Museum's philosophy of "going green," by integrating nature into the work environment.

These elements build on previous efforts to create a more environmentally-friendly Museum, including the adoption of CDM's Green Initiative which touches everything from new exhibit design and construction to facility maintenance.

About Children's Discovery Museum

Children's Discovery Museum of San Jose has been ranked by Child Magazine as one of the top 10 children's museums in the U.S. and ranked by the London Observer as one of the top 5 science centers in the world.

Since opening its doors in 1990, CDM has welcomed over 5 million visitors and has offered new interactive exhibits each year that respond to children's diverse educational needs. The striking 52,000 square foot purple building was designed by Mexico City-based architect Ricardo Legorreta, and is a beacon of discovery. Encompassing the broad themes of community, connections and creativity, interactive exhibits invite self-directed, open-ended explorations, while programs such as BioSITE and Discovery Youth provide facilitated, focused, and sustained learning.

For more information about the Museum, visit www.cdm.org.

About San José's Green Vision

San Jose's Green Vision is an ambitious and comprehensive 15-year plan to solve environmental problems and grow the local economy. Focused around three elements – Clean Tech Innovation, Sustainability, and Green Mobility – San José's Green Vision is a roadmap for the City to become the world's center of Clean Tech innovation. The Green Vision sets 10 bold goals through which San José will lead the nation in becoming more energy efficient, producing and using electricity from clean renewable sources, creating green buildings, diverting waste from landfills, creating greener street systems, delivering recycled water, and reducing greenhouse gas emissions. For more information, please visit, <http://www.sanjoseca.gov/pdf/SanJoseGreenVision.pdf>

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